

IX. MEDIA

Outdoor

In a recent work session in Oshkosh and Fond du Lac, Wisconsin, it was brought to my attention that Philip Morris has no outdoor advertising in either of these major cities. Oshkosh and Fond du Lac are headquarter cities for our sales personnel. The population of Oshkosh is 49,620 and the population of Fond du Lac is 35,863. Both cities are located in the Fox River Valley, which is the fastest growing area in the state of Wisconsin. All of the other tobacco companies, including L & M, have a very good showing of advertising in these two areas. Any help that can be given to increase PM's visibility in these areas would be very much appreciated.

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